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You've got MERIT

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Sample A. Sample
123 Anystreet
Anytown, US 12345-6789

Dear Sample:

There's good news for the New Year!

> You can switch down to lower tar
> and still get satisfying taste.

It's easy. All it takes is Merit. That's because Merit has what others don't: enriched flavor at every level of low tar.

Just use the coupons attached below, and prove it to yourself. So if you've been wanting to switch down, but just haven't been able to, go for it.

You can do it!

Yours,

Norma Suter

Norma Suter

P.S. Look inside for a special New Year's gift for you.

70046-03

Manufacturer's Coupon | Expires: 2/28/94

$2.00 Off!

MERIT

Any style carton or 5 packs.

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